

35. A computer program product readable by a computing system and encoding a computer program of instructions for executing a computer method for retrieving items, said computer method comprising:

receiving a request comprising a unique identifier and data, wherein the unique identifier identifies an item;

parsing the request to identify the unique identifier; and

requesting the item identified by ~~associated with~~ the unique identifier.

36. The method of claim 35, wherein the request comprises more than one unique identifier, the requesting step further comprising the steps of:

A5 providing the unique identifiers to a user for selection of one or more of the unique identifiers; and

querying a user to order the items identified by ~~associated with~~ the selected unique identifiers.

37. The method of claim 36, further comprising the step of querying a user for delivery of an item identified by ~~associated with~~ the selected unique identifiers.

38. The method of claim 35, wherein items identified by ~~associated with~~ the selected unique identifiers are delivered as a bundle.

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### REMARKS

### DRAWING OBJECTIONS

In the Office Action, the Examiner objected to Fig. 1 for the lack of labels on items 102, 103, and 104 respectively. In response, the Applicant has submitted a Proposed Amended Fig. 1 to

add labels consistent with the description of Fig. 1. As such, no new matter is being added.

Withdrawal of the objection to the drawings is requested. New Formal Drawings will be submitted upon receipt of a Notice of Allowance in this matter.

CLAIM REJECTION UNDER 35 U.S.C. 102

Claims 1-43 and 45-47 stand rejected under 35 U.S.C. 102(b) as being anticipated by Barr et al. (US 5,873,076). The Applicant has amended each relevant claim to expressly state that the claimed invention retrieves document identified by a unique identifier parsed from the incoming request. Each of the independent claims recites limitations that require at least in part receiving a text and/or data request comprising a unique identifier and unformatted text and/or data, wherein the unique identifier identifies an electronic file, parsing the text request to identify the unique identifier, and requesting the electronic file identified by the unique identifier. The Examiner asserts that Barr et al. teaches or discloses each of these limitations. However, Barr et al., in fact, discloses an information processing and retrieval system that receives a query and processes the query to identify documents and related information that the system has determined is associated with and/or related to the information and documents requested by the query.

One significant difference between the claims, as amended, and the teachings of Barr et al. can be found in col. 12, lines 45-65, in which the nature of the processing of the query is described in detail in Barr et al. In this passage, a query server receives a query to be processed and compares the terms of the query against an index database. The index database provides a indexed list of all of the search terms against which the query and its terms are to be compared. When matches of the terms in the index database are identified, documents and information associated with the terms is identified. From these identified documents, the documents to be retrieved are identified by further processing of the matches.

In contrast, the present invention as recited in the above amended claims, the incoming text is **parsed** to identify one or more unique identifiers. These unique identifiers themselves uniquely identify the information and documents to be received. No processing is needed to match terms in an index database and further rank multiple documents that may be associated with a query. The unique identification of the desired document is performed by use of the unique identifier that is part of the incoming request data. The incoming request is merely parsed to extract the unique identifier which may then be directly used to retrieve the desired information.

Barr et al. does not teach or suggest the direct retrieval of the desired information and/or documents using a unique identifier extracted from incoming requests by merely parsing the request. None of any of the other prior art of record teaches or discloses this limitation. As such, independent claims 1, 9, 22 and 35 as amended are patentable over the prior art of record.

Claims 2-8, 10-21, 23-34, 36-43, and 45-47 are all dependant claims which depend from one of the above three independent claims. Each of these claims recites additional limitation that further distinguish the claimed invention from the prior art of record. Therefore, claims 2-8, 10-21, 23-34, 36-43, and 45-47 are all patentable for at least the reasons stated above.

#### CLAIM REJECTION UNDER 35 U.S.C. 103

Claims 1-43 and 45-47 stand rejected under 35 U.S.C. 103 as being unpatentable over Barr et al. (US 5,873,076) as discussed above in light of Himmel et al. (US 6,408,316). The Examiner cites Himmel et al. to overcome a deficiency in Barr et al. regarding the used of Java applets to implement programming modules used to implement components of the present invention as recited within dependent claim 44. Dependent claim 44 depends from independent claim 35 and as such includes the limitations discussed above not taught or suggested by Barr et al. Himmel et al.,

however, fails to remedy the defeincy of Barr et al. regarding the parsing of a unique identifier that is subsequently used to retrieve desired documents. Therefore, dependent claim 44 is also patentable over the prior art of record for at least the reasons set forth above.

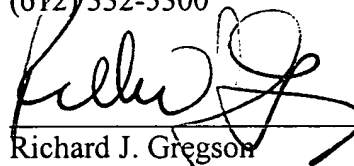
**CONCLUSION**

For the reasons set forth above, claims 1-47, as amended, are patentable over the prior art of record. Because the Applicant believes the amendments to each of the independent claims now place the case in condition for allowance, entry of the Amendment, withdrawal of the rejections, and passage of the case for allowance is respectfully requested.

Respectfully submitted,  
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